

*visit sunny*

# **SOUTHERN ALBERTA**



WATERTON LAKES NATIONAL PARK



**LAND OF GREEN ACRES**

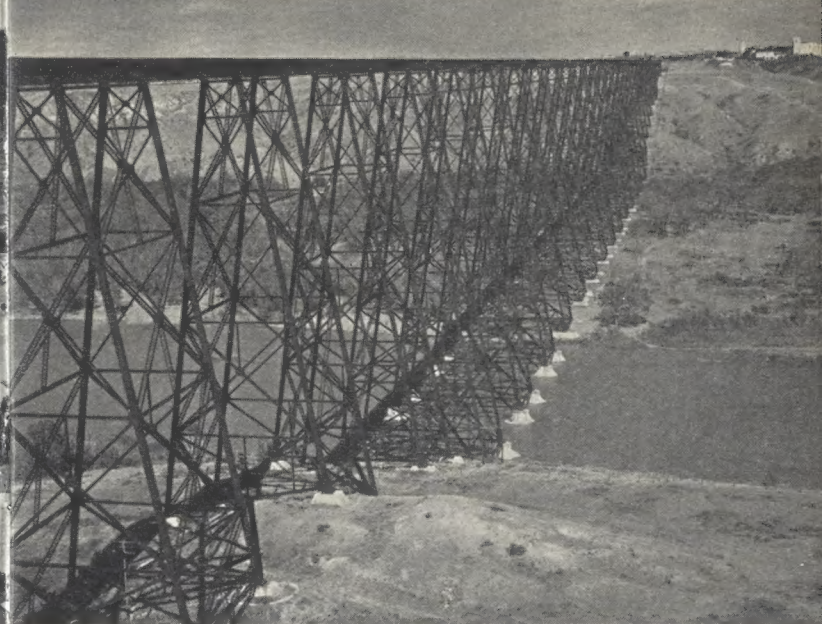




**SWIMMING AT HENDERSON PARK IN LETHBRIDGE**

## RECREATION UNLIMITED

Located along the main thoroughfare of Mayor Magrath Drive, Henderson Lake Park is one of Lethbridge's foremost attractions. The clover-leaf shaped swim pool in the park is one of the most talked-about family pools of its kind in Western Canada. Henderson Lake Golf Club is a superbly planned centre that can be taken in stride or be taxing for the most discriminating golfer. The lake itself is stocked annually with 100,000 rainbow trout. First stocked in 1961, it's now coming up with many squaretails in the eight-pound class. It's a fisherman's paradise located in the city. The lake is laid out so that youngsters can fish without danger off shore or off piers. Off the beaten path corners of the lake meet all specifications of fly and spin fishermen. Picnic sites, children's playground area, dance pavilion and the adjacent tent and trailer camp complete the layout to meet all needs of vacationers. From mid-June to September a Tourist Information Centre of the Lethbridge Tourist and Convention Bureau is operated under the big green water tower. Year-round tourist information is available at the Lethbridge Chamber of Commerce office, 1283 3rd Ave. S. Telephone 327-1586. During July of each year the fairgrounds, adjacent to Henderson Park, hosts the third largest exhibition and rodeo in Canada.

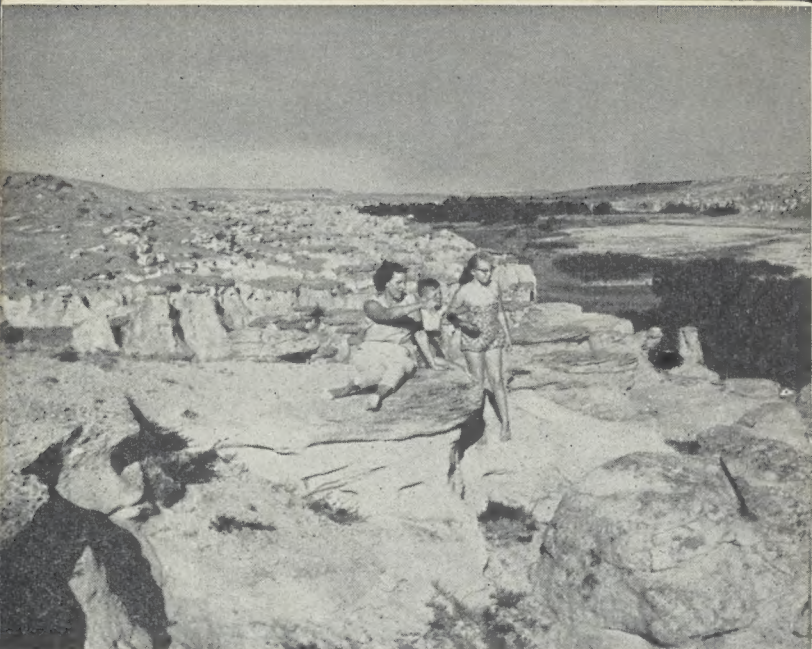


**LETHBRIDGE'S FAMED HIGH LEVEL BRIDGE**  
 . . . . Longest Bridge for its Height in the World

## CITY OF PARKS AND GARDENS

With its population now crowding the 40,000 mark, Lethbridge has always been known as a garden centre of the Canadian west. It's the centre of a million acres of irrigated land in Southern Alberta — land that brings out the best finish in livestock, grain, vegetables, sugar beets and other specialty crops. It's better known as the land of Green Acres. Galt Gardens in the heart of the downtown business section of the city has been retained as the historic spot where the old bull carts used to stop and turn in early days. Indian Battle Park, along the Oldman River valley, fully-equipped as a recreational centre, is the spot where the last great Indian battle was fought in this region. An authentic Japanese Garden, and Dutch Windmill and Tulip Garden are two centennial projects now in the making for Henderson Lake Park. The Lethbridge Country Club, a beautiful golf course laid out along the Oldman River valley, has brought praise from the most discriminating. Scores of other playgrounds throughout the city, along with a downtown and North Lethbridge swimming pool, all combine to give Lethbridge parks and gardens a truly international flavor which serves to delight the vacationer.



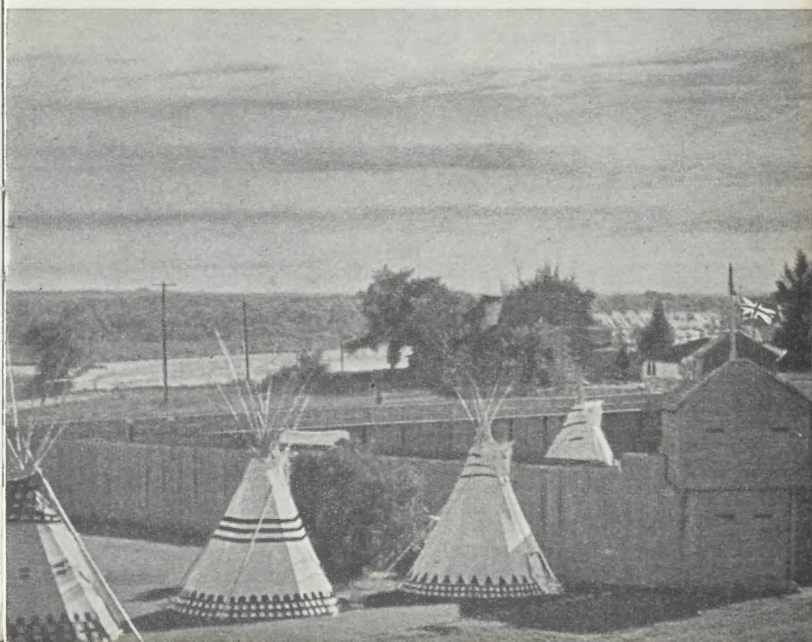


## WRITING-ON-STONE PARK

Nearly 60 miles south of Lethbridge on Highway 4, and 35 miles to the east on the banks of the Milk River, lies Writing-on-Stone Provincial Park, a region of sandstone with weird and fantastic sculpture. It's a valley of hoodoos and Indian lore. There on the rocks, chisled by some bronzed artist of many years past, is the story of an epochal incident. At Writing-on-Stone Provincial Park, almost as clearly as the day they were inscribed, can be seen today the picture writings that have been related down through the years in many versions, but never actually deciphered. It has been a centre of attraction for archeologists from many corners of the world. When the sunlight plays on the rocks in the valley, the weird sandstone shapes come alive with a thousand shades of color. It's an arresting beauty that has no doubt inspired the many tales from the region. It's one of the very few regions of its kind in North America. A camera with plenty of film is a must for any visitor to South Alberta. Picnic sites are conveniently laid out throughout the park.

## STEEPED IN HISTORY

Fort Macleod was the first North West Mounted Police outpost in this region. Established in 1874 by Col. James Macleod, his force brought law and order to a frontier land that was in its very earliest beginnings of development. A replica of the old fort, 34 miles west of Lethbridge on Highway 3, in the town still known as Fort Macleod, stands today as a memorial to the hundreds of brave men who formed the force of 1,000 strong in their long westward trek from eastern Canada. No visitor should ever pass through this historic town without a stop at the Fort. Inside are complete scenes and models from the days nearly a 100 years ago. The whole layout of the Fort is dedicated to the preservation of the history of the North West Mounted Police. It tells the story of the Indians, the whisky traders that corrupted them, the coming of law and order, the first settlers and homesteaders. Many of the old style furnishings and equipment are as intact today in the museum as the day they were used. During the summer months members of the Blood and Peigan Indian Tribes set up their teepees outside the compound, creating an atmosphere reminiscent of early days.



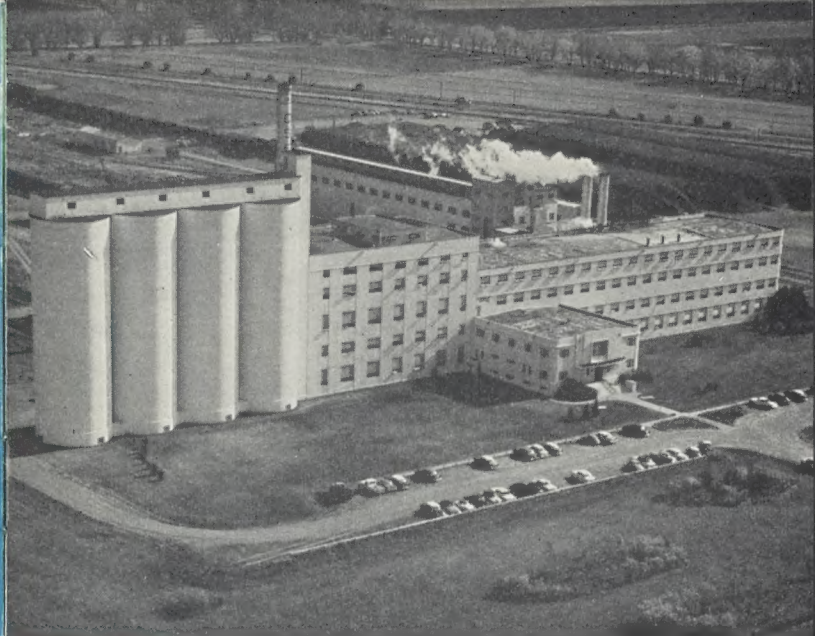




**WATERTON LAKES NATIONAL PARK GOLF COURSE**  
 . . . . In the Shadow of Snow-capped Rockies

## WATERTON LAKES PARK

No one with an interest in nature and the rugged beauty of the Canadian Rocky Mountains has failed to be moved by the scenic splendour of Waterton Lakes National Park in the extreme southwestern corner of Alberta. Visitors by the hundreds of thousands have been so fascinated by this park wonderland of 204 square miles of natural wilderness that they have returned year after year. As illustrated in full color on the cover of this brochure only the camera's eye can do justice in describing the setting so capturing that the federal governments of the United States and Canada have joined hands here to create Waterton-Glacier International Peace Park. There is something always going on at Waterton — hiking, pack trips, fishing, golfing, swimming, boat excursions, cook-outs, picnicking, lectures by naturalists, dancing, best in accommodation and dining. Waterton Lakes National Park is accessible by car and bus from Highways 2, 5 and 6 on the Alberta side and from the Chief Mountain Highway on the U.S. A national parks service information centre is operated at the entrance to the townsite. There are complete hotel and motel facilities, along with fully-serviced tent and trailer campgrounds. There are full shopping and recreational facilities for adults and youngsters. Waterton's buffalo herd is a must on the seeing list.



**TABER PLANT OF CANADIAN SUGAR FACTORIES**  
 . . . . Canada's Best Pheasant Hunting in Taber District



**PARK LAKE, 10 MILES NORTH OF LETHBRIDGE**  
 . . . . Irrigation Reservoir a Bathers' Paradise



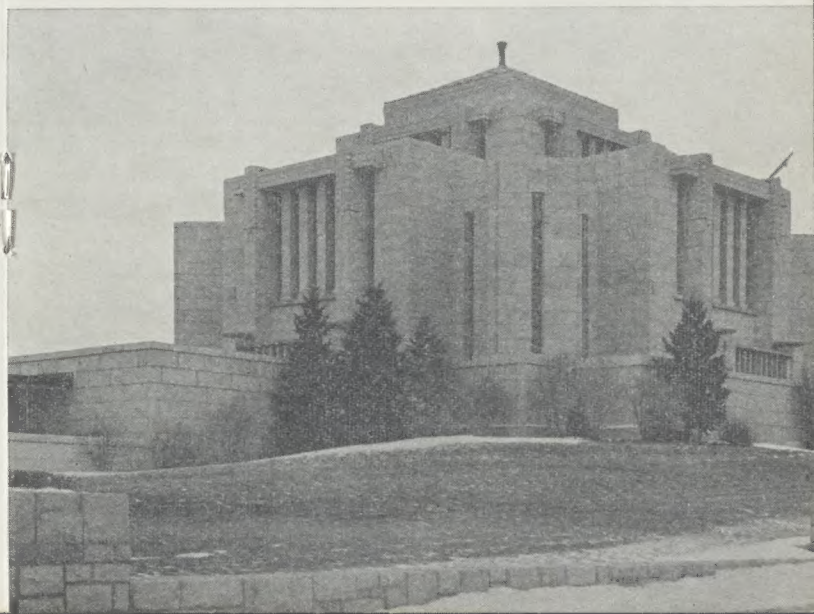


## BLOOD INDIAN SUN DANCE

Every year during the latter part of August the Blood Indians of southwestern Alberta gather 1,000 or more strong at the Belly Buttes near Stand-off for their traditional Sun Dance, a ceremony that has been perpetuated for hundreds of years. It's a dance to the sun god and thanks for a bountiful harvest. According to legend it all started about 2,000 years ago when a young Indian maiden became seriously ill and thought she was going to die. She vowed that if she got better, she would pray to the great sun father in the presence of a virgin woman. Apparently she recovered and since then the Bloods have set a week aside during the latter part of August each year to pray to the great sun father for good health, good crops and just good life in general. During the sun dance the Bloods dress in full Indian regalia, set up their tents and teepees and join with others of their Blackfeet Confederacy in prayer and celebration. It's one of the most colorful events annually in Southern Alberta. The sun dance has been held in the same location since 1883. Visitors to the ritual should plan on spending a full day. The dance site is located 18 miles south of Fort Macleod.

## TEMPLE CITY

Forty-five miles southwest of Lethbridge on Highway 5, or 30 miles south of Fort Macleod on Highway 2, is Cardston — the Temple City of Alberta. In 1887 Charles Ora Card, the founder of Cardston, led the first pioneers to the banks of Lee Creek in southwestern Alberta after a covered wagon trek of 800 miles from Utah. They were the first Mormon settlers in Canada. In Lee Creek valley, where the grass was greenest and tallest, where the wild rose, blue bells, shooting stars and a myriad of other wild flowers decorated the landscape, these settlers established the town of Cardston. Charles Ora Card's chief concern was to serve his church — the Church of Jesus Christ of Latter Day Saints — through service to its members. One of the first structures to go up was a willow building for worship. Cardston and district grew rapidly from then on. Each year for many years more pioneers made the 800-mile trek from Utah. Today, as a memorial to the great faith of the early settlers, and as a centre for the L.D.S. church in Canada, stands Cardston's Mormon Temple, one of the most magnificent structures of its kind in the country. Cardston lies in Alberta's famed foothills country on the way to beautiful Waterton National Park in the southwest corner of the province.







**ST. MARY DAM NEAR MAGRATH**  
 . . . . Paradise for Boating and Northern Pike



## FRANK SLIDE

On April 29, 1903, at 4:10 a.m., 90 million tons of limestone rock tore loose from the northerly slope of Turtle Mountain at the eastern entrance to the Crowsnest Pass. The thunderous avalanche roared across the valley with an earth-shaking vengeance. In the path of the mountain of rolling rock was the town of Frank. Seventy persons are known to have lost their lives in a matter of a few seconds. Ahead of the deadly fall of rock, a solid wall of air raced across the narrow valley of the Rocky Mountains. Flimsy shacks of miners, tents and houses crumpled. Men, women and children were hurtled hundreds of yards. Those asleep had no time to awaken; those awake and in the path never really knew what happened as behind the fast-moving air mass came the churning and grinding masses of rock. One hundred seconds after it started it was all over. Except for a ribbon of steel and Highway 3 cutting through the boulders, the Frank Slide stands today much the same as it did just after the avalanche in 1903. The grim cascade of limestone will undoubtedly lie like an enormous scar across the beautiful Crowsnest Valley for centuries to come.



**BREWERY GARDENS AT WEST APPROACH TO LETHBRIDGE**





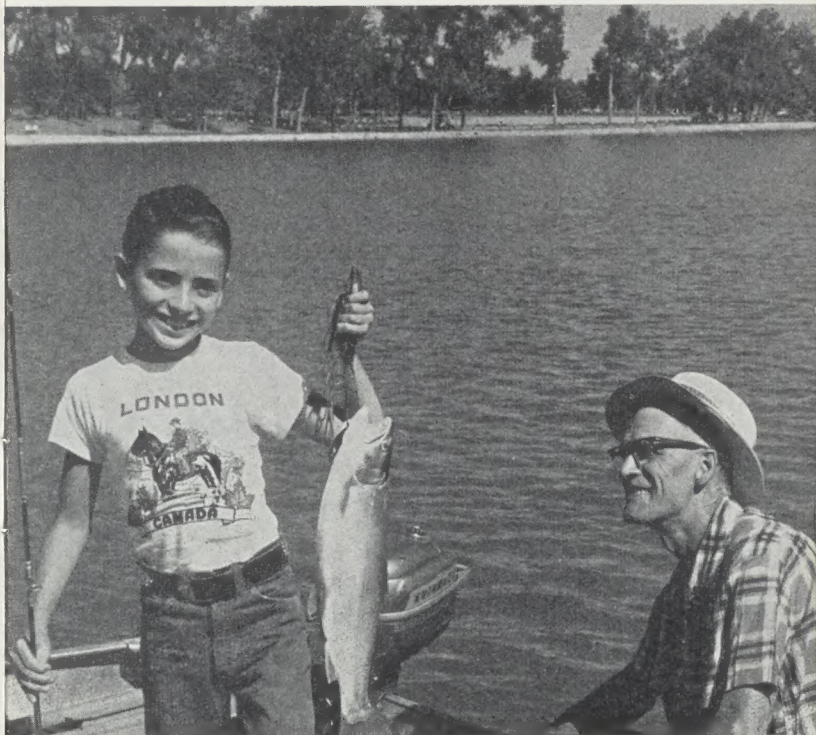
## OUTDOOR PARADISE

Whether it's bird shooting, big game hunting or sport fishing, nowhere else in North America will the sportsman find the abundance and variety of wildlife as is confined to the extreme southern part of Alberta. Most abundant is the royalty of upland game birds — the ring neck cock pheasant. Other upland species include sharp-tailed grouse, ruffed grouse, spruce grouse, ptarmigan, Franklin's grouse, sage hen and Hungarian partridge. Wild water fowl include everything from the green-winged teal to the mallard duck, the big Canada goose, the lesser snow goose and a variety of subspecies. For the big game hunter there are moose, mule and white-tail deer, elk, black and brown bear, Rocky Mountain big horn sheep and goat and antelope. The angler has his choice of northern pike, most abundant in the irrigation reservoirs, cutthroat trout, rainbow trout, eastern brook trout, German brown trout, Dolly Varden, lake trout, golden trout, Rocky Mountain whitefish, pickerel, sauger and Atlantic salmon. Information on all open seasons and license fees may be had at any tourist information centre in Southern Alberta.



### FLY FISHING NEAR LUNDBRECK FALLS

.... Grayling Hit Hard on the Crowsnest River



### RAINBOW FROM HENDERSON LAKE, LETHBRIDGE

.... Visitors Come From Afar to Try Their Skill





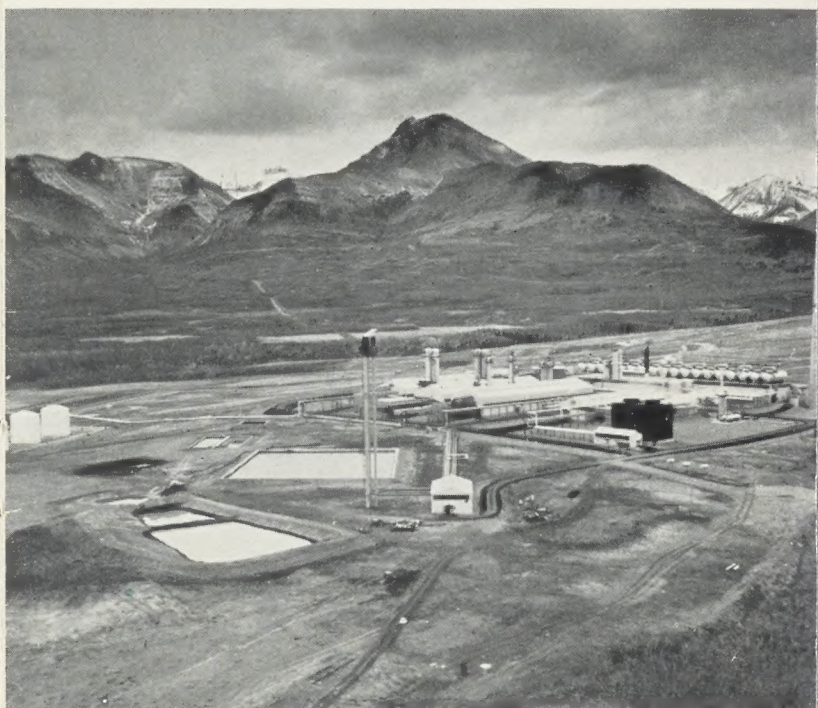
**LETHBRIDGE RESEARCH STATION**  
 . . . Second Largest Research Station in Canada



**CROWSNEST MOUNTAIN**  
 . . . Sentinel Along Highway 3 Guarding the Alberta-B.C. Border

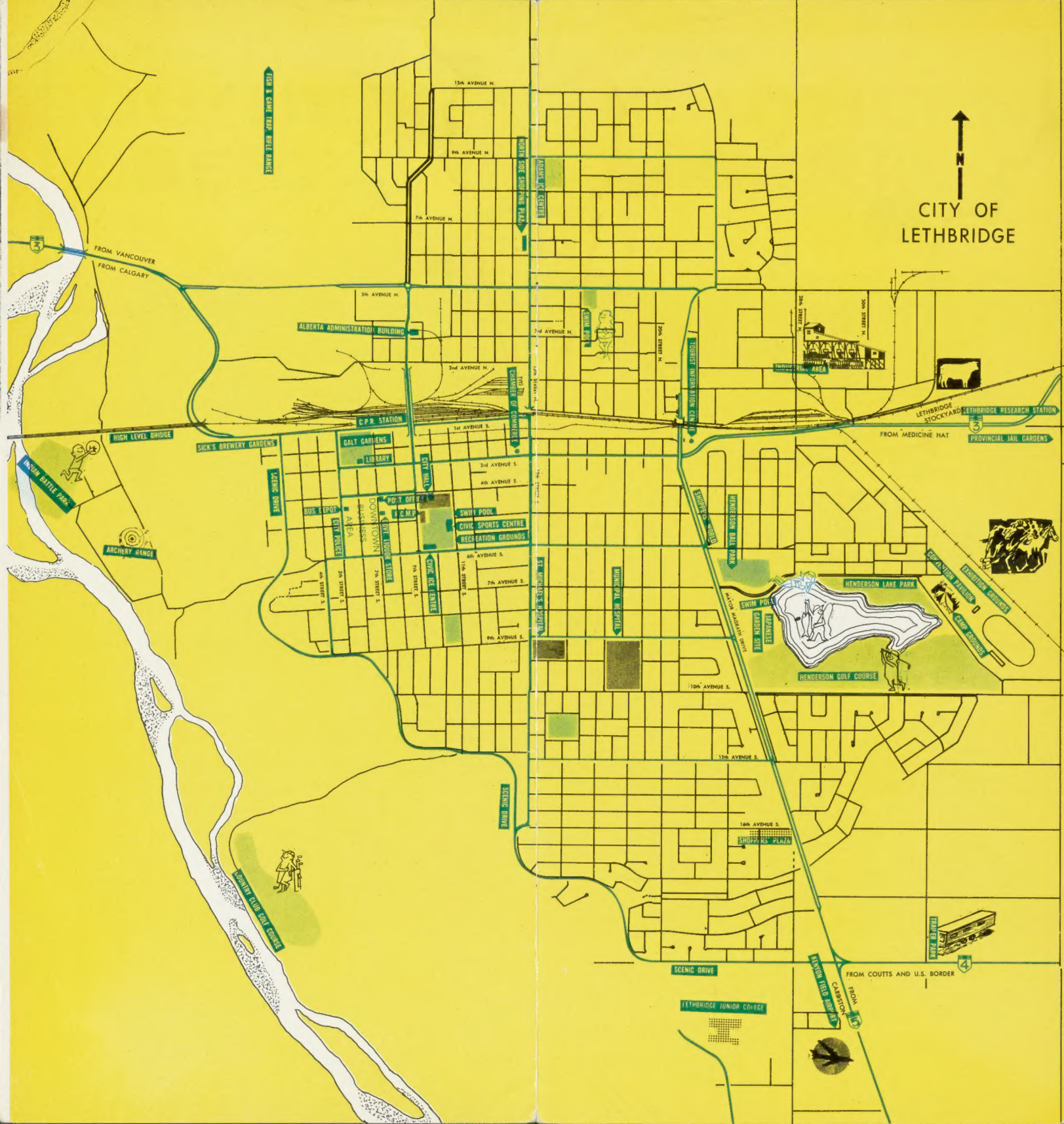


**BIG GAME HUNTING AT ITS BEST**  
 . . . Southwestern Alberta's foothills and Rocky Mountain region stretching from Pincher Creek north towards Claresholm provides the best in trophy big game hunting in North America. Big Horn Sheep and Goat, Grizzly Bear, Elk, Moose and Deer range on high alpine meadows and in the low valleys the year round.



**\$25 MILLION SHELL OIL GAS PLANT**  
 . . . South of Pincher Creek — World's Largest Wet Gas Field









This sightseeing and travel guide to Southern Alberta is published by the Southern Alberta Tourist Council to help all visitors quickly feel at home. No matter what the need of the visitor is, we are sure you will find in every community businessmen and women who are ready to assist you at all times. This visitor guide comes to you with the compliments of the Coaldale Chamber of Commerce, Magrath Chamber of Commerce, Lethbridge Tourist and Convention Bureau, Claresholm Chamber of Commerce, Town of Pincher Creek and Chamber of Commerce, Town of Fort Macleod and Chamber of Commerce, Town of Taber and Chamber of Commerce, Waterton Lakes Chamber of Commerce, Crowsnest Pass Chamber of Commerce, Town of Cardston and Town of Milk River. Best wishes for a good holiday.

## *Southern Alberta Tourist Council*

1283 Third Avenue South  
LETHBRIDGE, ALBERTA, CANADA



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